



CUBE  
CHAIN

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**Cube Chain**

W H I T E P A P E R



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# Cube Chain White Paper

Version 2.0

## 1. Abstract

This white paper is described in three stages: the blockchain and ecommerce industry, a Cube Chain service, and the crowdfunding. The main objective is to describe the technology that ensures fast transaction in velocity while maintaining security levels by using the Cube Chain, that is to say, a pattern block algorithm. It also specifies what directivity the Cube Chain has as a platform for ecommerce. The core (engine) development of Cube Chain is now in its final stages. The team is planning to develop additional APIs and protocols for ecommerce services. It will also open up the core source to the development group that has acquired the Cube Working Group (CWG) license to participate in development and testing. The five services of the white paper will be open to APIs and protocols and are for service providers who want to use Cube Chain in their ecommerce.

## 2. Blockchain Technology Introduction

A blockchain is an encryption system that creates blocks of data at regular intervals and validates the data through hash values that coded the blocks. A hash is a method of converting a string into a shorter value or key that represents it, verifying the integrity of information. By using a hash with symmetric and asymmetric encryption techniques, we can actualise it as a function for various ecommerce.

These blockchains can prevent hacking, which can occur when trading cryptocurrency, with the disclosed transactions history. In particular, data is distributed across the Peer to Peer network without a central organisation, so that participants can jointly record and manage data. Each block validates the transaction ledgers, preventing the forge or falsification.

A traditional blockchain, such as Bitcoin, has a linear connection of blocks. It has a disadvantage that data processing is slow since it only communicates between adjacent blocks. Cube Chain has been structured to extend the functional elements of the database through the concept of the cube instead of the block. This provides a method of three-dimensional implementation and multiplexing of the block, which can enhance the velocity through parallel data processing.

Typical technical features of the Cube Chain are as follows. For more information, see the Cube Chain Technical Paper.

Cubing technology which is a technique of cubing data

Special blocks containing a data index, data statistics processing, and an escrow function

Multiple pattern block technology

Hybrid (POH) Agreement Algorithm to prevent waste of resources from mining

A double approval method with double hashes

The Cube Chain aims to launch a platform based on the blockchain in the current ecommerce industry by utilising technical features. It suggests 5 services with a subject of 'All in One Blockchain for Ecommerce'.

1. SignOne, a Login system for personal information protection and customer convenience
2. Cube Chain Product, a system to establish on/offline franchise
3. Qblog, a Social Network Services to become the blockchain (Cube Chain Open Network)
4. CubeChat, a Marketplace Messenger that enables secure P2P transaction
5. ASM, an AI-type agent that replaces the company's existing call centre

The Cube Chain technology will provide solutions in all directions for the ecommerce industry. It is planning to provide services for other decentralised SNS, transactions between individuals, maximisation the efficiency of managing the enterprise, change the login system, and the establishment of the chain. In other messages, it provides comprehensive solutions for public relations, transaction, operations, personal information, and business expansion.

### **3. Cube Chain and Ecommerce**

Ecommerce means the purchase and sale of services and goods through the Internet or through the network. It can be understood that it is not just a transaction but a whole process that connects producers and consumers. Therefore, it includes all activities such as advertising, promotion, strategy, customer support, delivery, payment, and etc.

Cube Chain will internally improve customer service as a blockchain for ecommerce and cut the cost through the reduced fees. It will also expand the market externally to the world. Because it is possible to unify currency and establish an ecosystem through Cube Chain, it is more likely to expand its market than any other era in the world.

Therefore, the Cube Chain team has been working its continuous efforts to make Cube Chain (QUB) safer and more competitive. In addition, the new policy has been established for transaction

authentication and security, payment, and protection of the consumers and intellectual property rights.

Information and communication technologies and information systems have brought changes in the individuals' conscious structure and the social structure. Indeed, we expect another revolution through the blockchain. There is a new era that the reciprocal transaction will be widely used without a central organisation or a third-party broker.

*"History is a constant conversation between the past and the present and is a ceaseless interaction between historians and past facts." E.H.Carr.*

Before opening the era of ecommerce through the blockchain, we intend to pursue a corporate strategy based on history. The Web 1.0 era was given one-sided information through the Internet. Web 2.0 has evolved into a way for users to produce contents and interact with each other. Efforts to develop the ecosystem through the platform have continued, and there were keywords, such as participation, sharing, and openness. They appeared in various features including encyclopaedic knowledge, blogs, comments, and video production. Let's learn about the platform that started with Web 2.0.

#### ❖ Apple iTunes Store

It is a sales service for online media provided by Apple through iTunes. Various creations are shared, including music and audio books, music videos, movies, and TV programs. Starting in 2003, we can see brisk sales and purchases of online contents in earnest.

#### ❖ Amazon Prime

It established premium service through annual membership system and applied early personalised product recommendation service. They have successfully operated through the \$99 advance payment as a strategy to attract customers.

#### ❖ Google AdWords and AdSense

AdWords can be viewed as an advertisers-recruitment and advertisement-publishing and AdSense as a profit distribution program. Through enhancement of algorithm, it is planning to increase overall profit from advertisements.

Starting with Web 2.0, the ecommerce has brought a revolutionary change. With the era of Web 3.0, the strategy for sales and advertisements are becoming more sophisticated. We recommend products and services by analysing preferences with consumer clicks. Intelligent web technology has further developed personalised information. Web 4.0 refers to the evolution of artificial

intelligence (AI), which is more powerful than web 3.0's semantic web technology. It will play an important role in large networks or high search engines.

Brokers such as Apple, Amazon, and Google have become more influential, and whether they apply for a place or not has a huge impact on the sales of individual businesses. The reality is that you have to pay too much for advertising or give a large percentage of your content sales to brokers.

The Cube Chain team aims to have innovative changes in all aspects of this omnidirectional ecommerce industry. It will break the existing framework of recognition for membership, product sales, advertising, promotion, and business expansion and will change the current form that is dominated by the influence of the middleman. It will fulfil a shared economy using Cube Chain (QUB) to distribute profits reasonably.

## **4. Cube Chain Service**

Cube Chain is aimed at a platform coin. We will not only provide the platform but also provide and implement it directly in connection with the platform. Therefore, we propose five service applications for ecommerce industry.

### **4.1 SignOne**

#### **4.1.1 Service Introduction and Vision**

Because of the input and authentication for personal information, there is inconvenience whenever you join a new website. For this inconvenience to solve, a social login service is becoming popular. 93% of users prefer the social login service as it is a hassle to sign up for.

If a social login ID and password are hacked, there would be serious security problems that can easily be hacked into the privacy of other connected applications.

SignOne is a service that allows users to authenticate and log in to other services once the user's process registration using Cube Chain. This will help ease the hassle of doing membership procedures repeatedly and the inconvenience of managing identity and passwords. In addition, Cube Chain technology ensures the solution for the risk of hacking and the reliability of hacking.

#### **4.1.2 Service Architecture**

SignOne is a platform for login authentication built on Cube Chain. A single ID generated by SignOne supports all services of Cube Chain service group (Cube Chain Product, Qblog, CubeChat, ASM). It can also support SignOne login authentication for a wide range of services based on Cube Chain in the future.

Cubing refers to a technology that combines 27 blocks into a single cube. As the block is connected, the first hash value is generated and then the cube is connected to another cube to proceed the secondary validation. This provides a more powerful dual-validation encryption technology than the existing blockchain. In addition, the parallel operation processing function provides fast transactional velocity and reliable data processing.

SignOne can process data quickly and securely through Cube Chain. It also provides stability and reliability through establishment for the real-time authentication system, validation test of data, interworking of biometric information, such as fingerprints, iris, face recognition, and veins.

1. Create, authenticate, change, and deactivate of SignOne account and retrieve information from the SignOne account
2. Interwork smoothly with the delivered server of Cube Chain service groups
3. Possible to interlock with other services for authentication services by providing Open API
4. Provide authentication services using the value of the Personal Information to keep in the local storage and hash ID value
5. Proceed user's authentication hash value information and establish a stable authentication system through Indexing Block
6. Conduct data validation test and secure reliability through Format Block
7. Establish a real-time authentication system and enhance security through bio information



## **4.2 Cube Chain Product**

### **4.2.1 Service Introduction and Vision**

Mobile trading through the online community is exploding. The second-hand market has grown to over 10 trillion won and the online community has a membership of about 16 million. As the number of members increased, the range of used goods expanded to the entire range of consumer products.

Despite the size and convenience of large markets, there are problems that must be solved. In terms of a direct transaction, as it proceeds on the basis of trust with each other without the brokers, there has been steadily fake transactions. Although there is the big advantage of 0% commission, it has a risk because there is no standardised trading system and security system to protect users.

Examples of problems with direct transactions between users are as follows:

1. Seller has received payment for the goods but has not sent the goods
2. Seller sends the wrong item
3. Seller sells a forgery product by deceiving it as a genuine product

To address this problem, Cube Chain Product provides a way to sell by storing the product information and transaction history on Cube Chain when it is first sold by the franchise. By including the product information, such as the place of purchase and the sales information of the seller, in Cube Chain, it provides the certified information of the product from the Cube Chain for future resale. Cube Chain-based marketplace, where users can resale, is provided for the trading through Cube Chain (QUB). Safety transactions can be made through genuine product certification and payment guarantee by the franchise.

### **4.2.2 Service Architecture**

1. The secured direct transaction with no fees through Escrow Block's own escrow function
2. You can view the certificate for a genuine product, transaction statement, and information about the place of purchase.
3. Easy to make payment through Cube Chain (QUB) and electronic wallet
4. Both commodity and coupon transactions are possible.
5. Register product information and purchase details on Cube Chain through POS server of each franchise and the affiliate card
6. Division of wired and wireless network communications



## 7. Provide reliability and security of trading products

### **Cube Chain Product: making CUCUDAS Cube Chain**

CUCUDAS is a coupon building system that can be used for P2P transactions. If the transaction amount grows above a certain level, merchants can issue coupons voluntarily. Additional sales are generated by local merchants and no show can be prevented through the advance payment system. They can also get CRM DB. Consumers have the advantage of being able to get a discount.

Cube Chain Product establishes a P2P transaction and a platform for genuine product certification based on Cube Chain. It is planning to enhance its service into a transparent and safe resale market. We enhance payment stability through CUCUDAS coupon system and Cube Chain's own escrow function. By making goods the blockchain and using encryption method of Cube Chain's coupons, it can reduce the risk of copying and forge.

### **Cube Chain Product clause**

Clause 1 The franchise registers the product to be sold on Cube Chain.

Clause 2 Register POS data information on Cube Chain, which is the actual product information purchased.

Clause 3 Register purchase information by using the affiliate card at the card company server.

Clause 4 Register digital voucher (brand, product name, expiration date, PIN number, etc.) on Cube Chain.

Clause 5 The purchasers may use the information of their product to resell the registered product.

Clause 6 When a resale transaction is made, the payment can be made to the purchaser or paid through the franchise. The franchise can increase sales in the above way.

Clause 7 You can exchange products between owners of products that want to trade through Cube Chain.

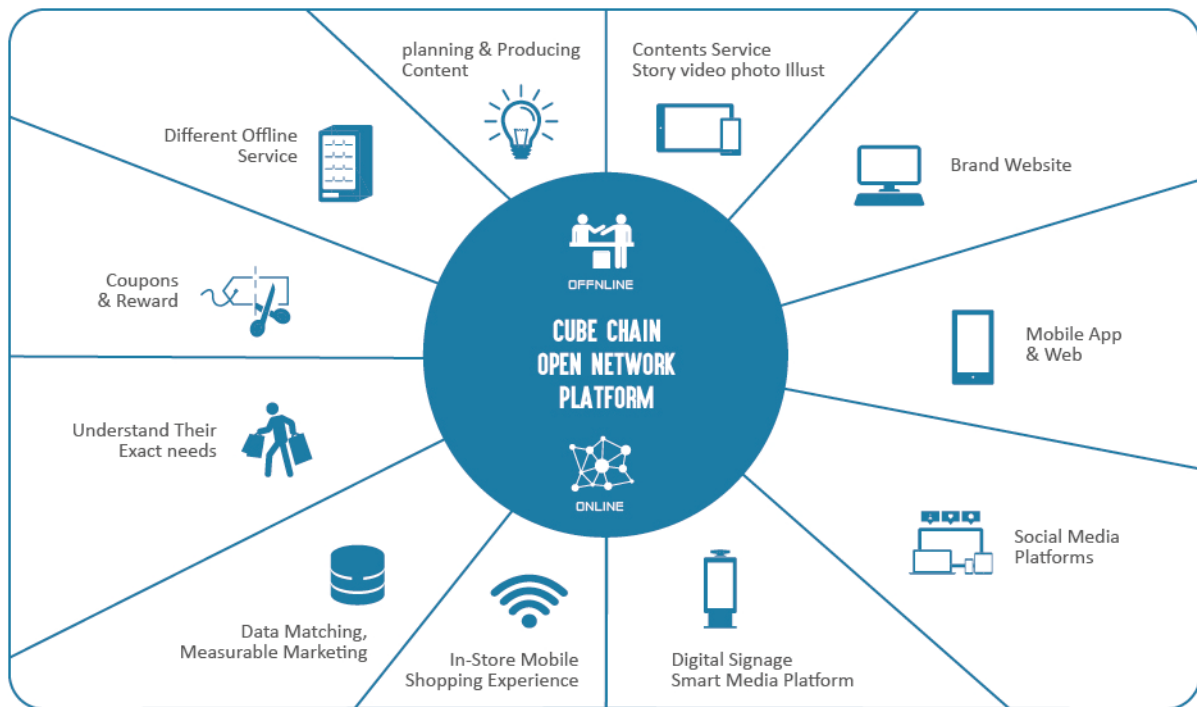


## 4.3 Qblog

### 4.3.1 Service Introduction and Vision

SNS refers to Social Network Service that allows users to communicate freely and share information. This means an online platform that creates and enhances social relationships. The most important part of SNS is the creation and expansion of social networks through the service. This relationship network becomes more meaningful when information is shared and distributed. However, privacy issues on social networking sites such as Facebook continue to come to the fore as social issues. The Cube Chain team is planning a Social Blockchain Service, which is a social networking site by utilising Cube Chain based on the decentralisation.

Just like the current SNS, there are advantages that can be used in various forms depending on the customer's needs. Qblog will be used for purposes such as online content, products, and offline business promotion. Segmentation of category and tags by themes enable active sharing of knowledge among experts. There is no inequality according to "Stake Power", so that having Stake Power through preoccupation, like the existing blog, does not always draw much attention. It is important to understand how often users in the category communicate and sympathize with each other through writing.

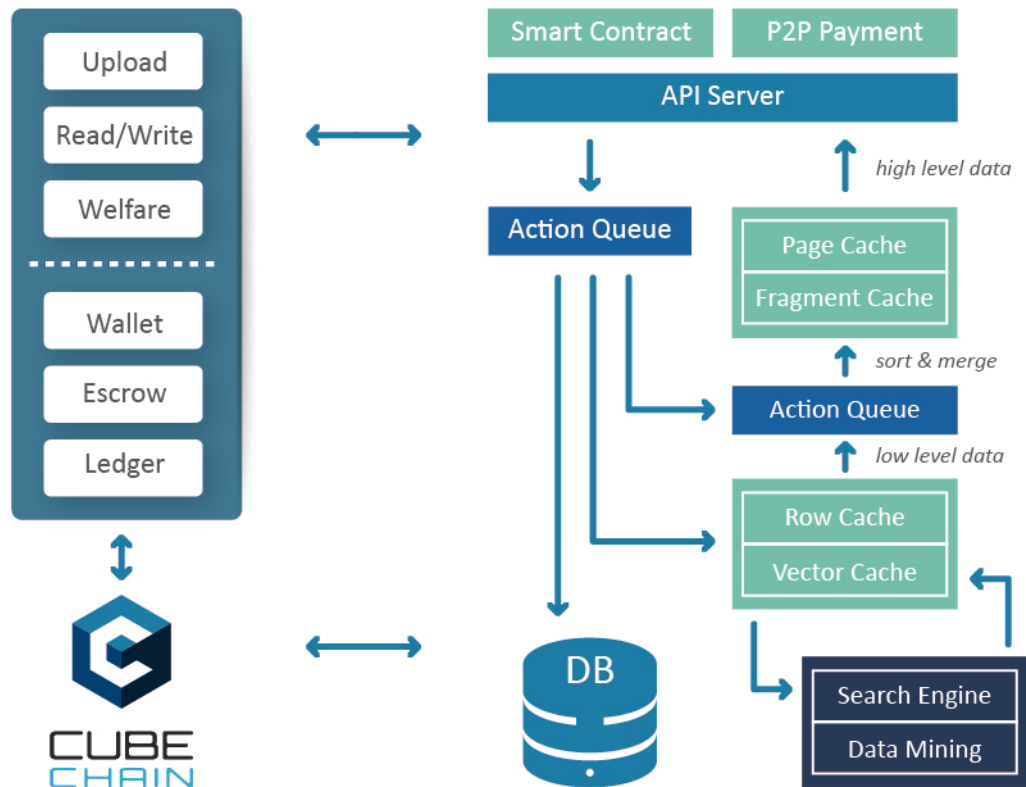


#### 4.3.2 Service Architecture

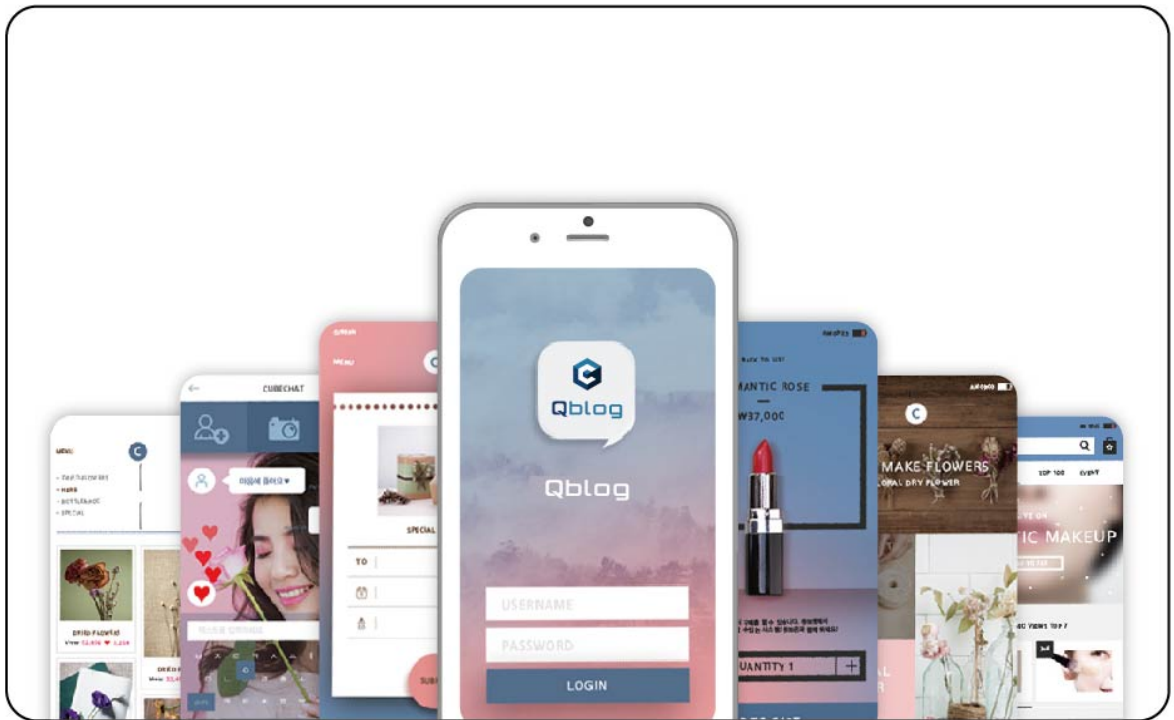
##### What is Token Economy?

Token Economy is a concept that starts with behavioural psychology and is an economic principle based on the theory of operant conditioning by B.F Skinner. The reward is “token” to draw out any action by the target. It is also a way to reinforce the behaviour by having the token exchange for tangible/intangible value. The basic concept of token economy is to reinforce the desired behaviour with the token as a compensation.

Because of the technical features of the blockchain, the details of all transactions are disclosed by written in the ledger. As it is the system that is fair and decentralised, it is an optimized means for the token economy. For this token economy to be more stable, it should be identified and controlled for abnormal behaviours, such as repeatedly writing meaningless postings, swearing, and defamation. If repeated reporting by multiple users, the corresponding contents will be identified and reduced in the probability of exposure.



1. Blockchaining of content uploads (Social Blockchain Service)
2. Aim to enable equalization of content sharing without central curation
3. Freely search for knowledge, sharing opinions
4. Mutual token economy with "Stake" and "Work"
5. Actual rewards for content creation
6. Provide equal opportunities through solving the shortcomings and preoccupation effects of existing blockchain blogs
7. Create a community centered on experts for each subject



Creation



Participation



Coin Reward



Save to CubeChain



## Types of Qblog Welfare

The types of Welfare are divided into Stake, Work, and Drop. Stake is active support, and Work is effort. Drop is the reporting function of abnormal contents such as insalutary contents, profanity, slander, and personal attacks. When Welfare points are calculated for creative content, the number of Stakes acquired is multiplied by the additional points and the number of Works acquired is multiplied by the additional points. For curation distribution, no additional points are added, and it is calculated according to the number obtained.

## Types of Qblog Token Reward

If the content is recognized as a regular block by Welfare to the user who contributed to Qblog, the service token is rewarded. There are two types of reward.

### Content creation reward

80% of the value of the acquired Welfare is rewarded with the service token for the content posted by the creator who created the quality content.

### Curation reward

Among the values equivalent to 20% of total Welfare earned by the supported content, it is rewarded according to the participation rate of all of the Welfare participants. Content Welfare 100% = Creator 80%: Curation 20%

## Qblog Service Content Creation Reward

If the created content is recognized as a regular block, 80% of the total Welfare points earned are rewarded.

$$\text{Welfare reward for content creation} = ((\text{Stake} \times 3 \times n) + (\text{Work} \times 1 \times m)) \times 80\%$$

(n = Number of stake acquired, m= Number of Work acquired, 3 = Stake additional point, 1= Work additional point)

## Qblog Service Curation Reward

If the created content is recognized as a regular block, the reward equivalent to 20% of the Welfare points acquired by the content will be distributed to the supporters.

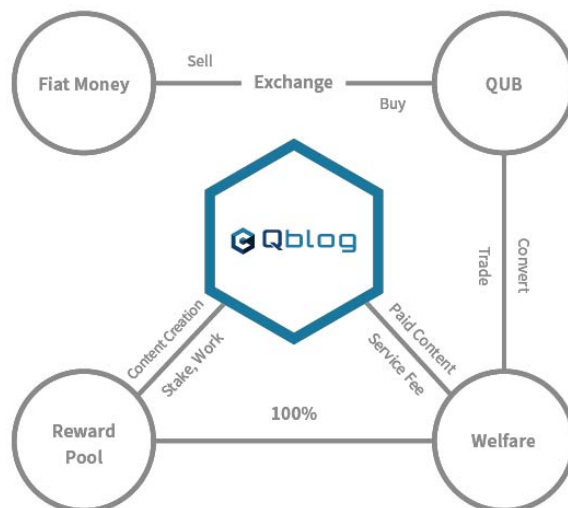
**Welfare reward for curation by content = ((Stake x 3 x n) + (Work x 1 x m)) x 20%**  
 (n = Number of stake acquired, m= Number of Work acquired, 3 = Stake additional point, 1= Work additional point)

The curation reward is distributed according to the ratio of the number of Stake and Work of the participant in the total number of Stake and Work of the content.

**Curation reward distribution = Q x ( M / N )**  
 (Q = Curation reward for the content, N = Total Stake, Work, M= participants' Stake, Work)

The curation reward distribution is calculated according to participant's Stake and Work regardless of additional points of Stake and Work.

#### Token Economy for Qblog



#### 4.4 CubeChat

#### 4.4.1 Service Introduction and Vision

CubeChat is a P2P transaction messenger created by combining marketplace, electronic wallet, distributed ledger system, coin, escrow function and messenger. P2P transaction means one-to-one transaction and electronic transfer can be made through P2P payment application. It can trade through mobile devices and computers that can connect to the Internet. The Cube Chain team supports safe P2P transaction function through its own escrow feature. They aim for active P2P trading within the application.

##### ❖ Marketplace

It is where sellers post and sell goods directly on the Internet. By eliminating middle distribution margins in online shopping malls and connecting sellers and buyers directly, they can sell at a lower price than ever before.

##### ❖ Coin

This means the certified currency that has secured the security of transactions through the encryption of digital assets. It refers to QUB based on ERC 20, QUB based on Cube Chain, and the service token.

##### ❖ Ledger

It is a ledger that records data. In the blockchain, it is the distributed ledger system that operates through the agreed algorithm. Cube Chain is operated by POH (Power of Hybrid), which is POW+POS.

##### ❖ Wallet

This is a software program that protects digital assets and can exchange coins through the blockchain. It can contain all QUB based on ERC 20, QUB based on Cube Chain, and the service token.

##### ❖ Escrow

This is a device for ensuring transaction stability between sellers and buyers. Cube Chain contains the escrow function within the blockchain technology itself.

#### 4.2.2 Service Architecture

##### **Weegle**

This is a new-concept messenger application that allows users to watch online contents in a messenger window while communicating at the same time. It supports live streaming to enable



real-time communication and has a secret chat function. Taking advantage of this, the Cube Chain team will develop it into a blockchain messenger that can go beyond sharing messages and content to P2P transactions, payments and delivery.

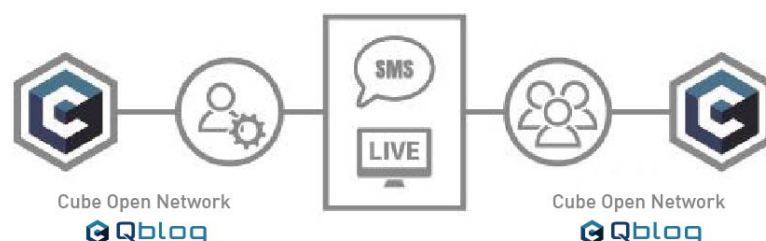
### **CubeChat: making Weegle Cube Chain (Weegle by Cube Chain)**

1. Message function
2. Easy and fast to share contents
3. Various P2P transactions
4. The new concept of marketplace
5. Secure payment through Cube Chain (QUB)
6. The delivery system through the partnership with shipping companies
7. 24/7 real-time response through its own ASM

When joining SignOne, real-time payments can be made within CubeChat without a third party by using the Cube Chain's electronic wallet, coin, and escrow functions. Many P2P transactions are made regardless of the category of item and the type of service. This will create a new marketplace. Secure payments are made through Cube Chain (QUB) and the safe Cube Chain wallet and can be exchanged for legal tender through currency exchange. The delivery will be made later through a partnership with the shipping companies. It is planning to build ASM, which is the third service of Cube Chain, and carry out real-time response as well.

The primary goal is to increase the total pie of the Gross Merchandise Value (GMV) or the finished goods. We are making great efforts to grow into a platform that can make as many transactions as possible. Seller's revenue, buyer's satisfaction, platform's velocity and reliability will all be met.

In addition, how to set Net Revenue of the marketplace operator is important. Currently, most companies set the figure at between 10% and 30%. The Cube Chain service model has the identity of the decentralised platform. It is important to ensure that the minimum cost of operating the platform is same with the vision. Therefore, it will be set to 1 to 3%.



## **4.5 ASM**

### **4.5.1 Service Introduction and Vision**

ASM stands for AI Service Manager and is created by combining AI-Chatbot, Big Data and Cube Chain.

AI Chatbot is a robot that can chat and is designed to respond to user's questions according to the specified rules for the response. This can be seen as software that automatically communicates with people based on artificial intelligence. This is a service where users can obtain information as if they were talking without using a separate website or application.

Big Data is not just a simple compound word for 'Big + Data'. It has features of volume, Variety, Velocity, Value, and Complexity. That is to say that it is a next-generation technology designed to draw the value needed from the data. It can be described as a technology that can effectively process and analyse a large amount of data. Thus, in order to provide the customised ASM, a model needs to be built that can identify corporate business requirements, build and analyse the data required. The key, then, is to validate the modelling and create a model suitable for the real-life.

### **4.5.2 Service Architecture**

ChatCall by Cube Chain

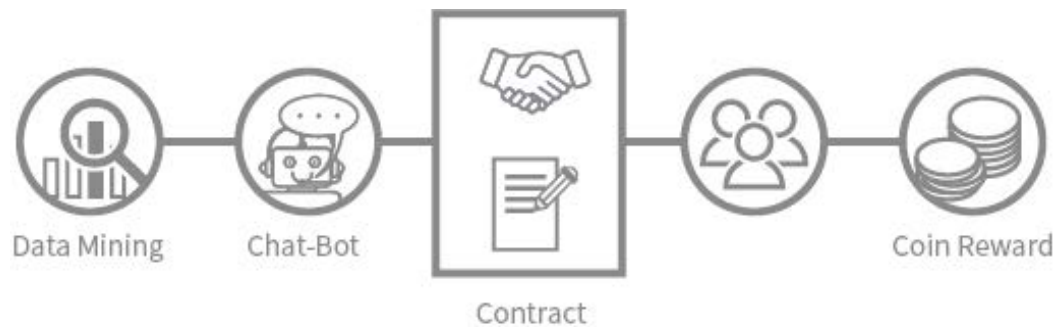
As a call centre application for businesses, it provides all SI types that are installed on ChatCall website or installed on the company's own webpage. SI means system integration, providing all services, from planning to development and establishment to the operation, in terms of the information system required by the company.

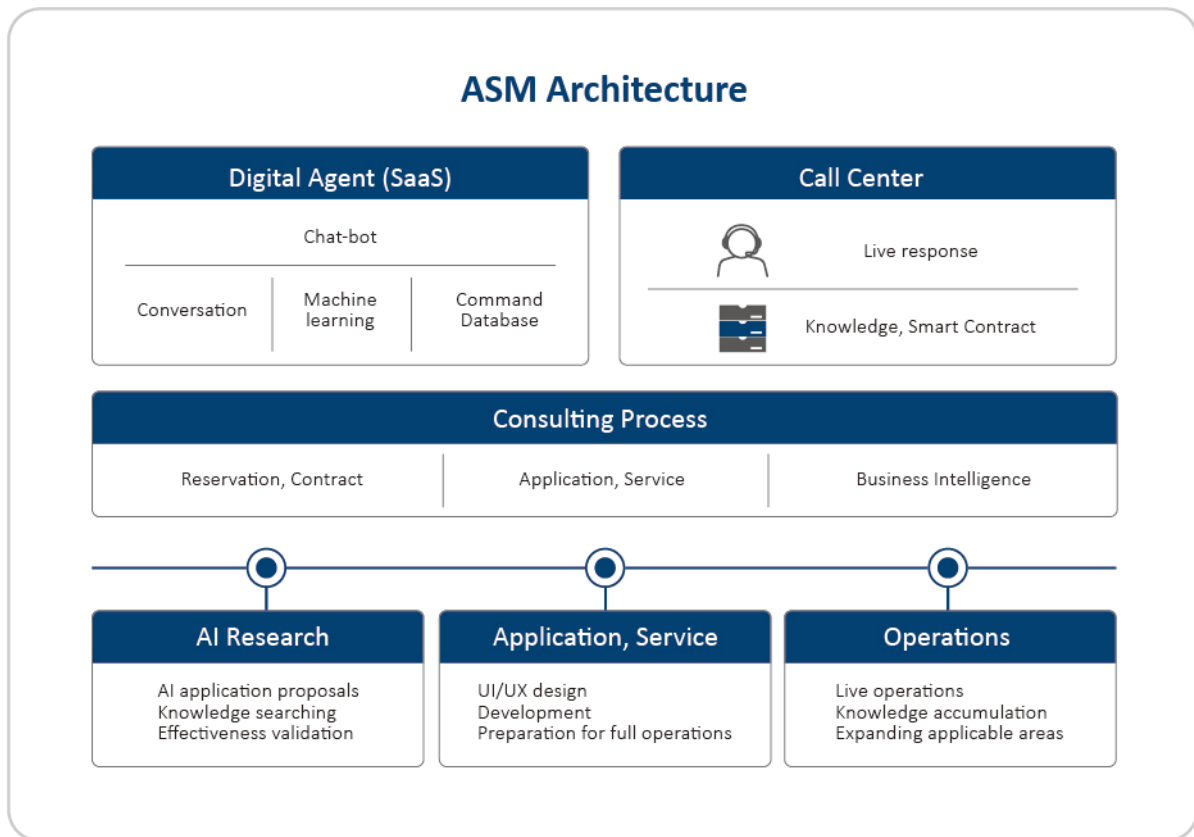
ASM: making ChatCall Cube Chain

1. Q&A Automation Response Service
2. Process reservations and changes in real-time
3. 24/7 response
4. Build Big Data for the customised corporation
5. Enhancement of the response by using machine learning
6. Reduce call centre costs and make business efficient
7. Give Cube Chain service tokens to users

It aims to overcome the role of chat centres to solve existing call centre's problems. In many cases, face to face response is necessary, not through the online customer service centre. The turnover rate of call centre employees exceeds about 130%. Assuming that 100 people are needed for call centres, this means that 130 employees must be hired each year to operate normally. Therefore, AI Service Manager (ASM), which combines ChatCall and Cube Chain, has great advantages for both corporations and customers when considering the consistent operation, expenses for recruitment, and mental stress of call centre employees.

The Q&A automation and real-time response services also enable to work efficiently. As the answer progresses through the customised big data and machine learning, the cost will decrease and the efficiency for dealing with the task will be accelerated. It can also provide incentives for customers to use chat centres. You can get Cube Chain (QUB) as a point rather than just using a service. As the value is determined by market price, the more you participate in Cube Chain platform the more value you gain.





## 5. Conclusion

The five main services of Cube Chain have a new technology paradigm that can generate innovation and productivity for various industries, starting with the ecommerce industry. Of course, the Cube Chain technology itself can't implement all these services. It will be combined with a variety of protocol, such as Big Data, AI-Chatbot, and machine learning, carrying out innovation in the process.

Cube Chain will create an environment where you can support, analyse and learn a transparent and secure data sharing environment, which will result in a dramatic improvement in customised services. The vision of Cube Chain is to provide the cryptocurrency ecosystem through the blockchain technology for more people to use. We will strive for an effective, systematic, and cooperative model by establishing partnerships with other industries, institutions, and related ecommerce companies, as It has great scalability in various industries.

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## 7. Roadmap

**SignOne**

December 2018 - Open Beta Service

The First Half of 2019 - Open Commercial Services

Interworking 4 services of Cube Chain and other operational services

### **Cube Chain Product**

December 2018 - Open Beta Service

The First Half of 2019 - Open Commercial Services

Interworking4 services of Cube Chain and Africa TV, Livemate, mobile gift voucher agencies

### **Qblog**

December 2018 - Open Beta Service

The First Half of 2019 - Open Commercial Services

Interworking Local Government Services and public services for the local economy

### **CubeChat**

June 2019 - Open Beta Service

The Second Half of 2019 - Open Commercial Services

Release multilingual version including Korean

### **ASM**

June 2019 - Open Beta Service

The Second Half of 2019 - Open Commercial Services

## **Appendix 1 Crowdfunding**

### **[Token information and Crowdfunding]**

- Name: Cube Chain
- Symbol: QUB
- Total quantity: issue 12,000,000,000 QUB during the period of 50 years
- Price: 1st: 1 ETH=8,000 QUB 2nd: 1 ETH = 7,200 QUB
- The quantity of Crowdfunding: 300,000,000 QUB (2.5% of the total)

### **[Plan for funding]**

Out of the total 12 billion of Cube Chain, 2.5% of the initial 10 % development was for the ICO and 7.5 % were for pre-sale. It will be used for marketing by 2%, for developing Cube Chain by 3%, and for developing business model and service by 5%.

### **[Info of Cube Chain (QUB) ERC20 token]**

- Symbol: QUB
- A decimal point is 8
- Contract address: 0x977EF527E44a826D7A3821b03BfD453b554C3bf1

### **[QUB wallet]**

Plan to develop as PC, Web, Android, and OS

By starting to open in September, release the one for PC in order

Plan to open a website for QUB transaction history

Conditions of participating in POS

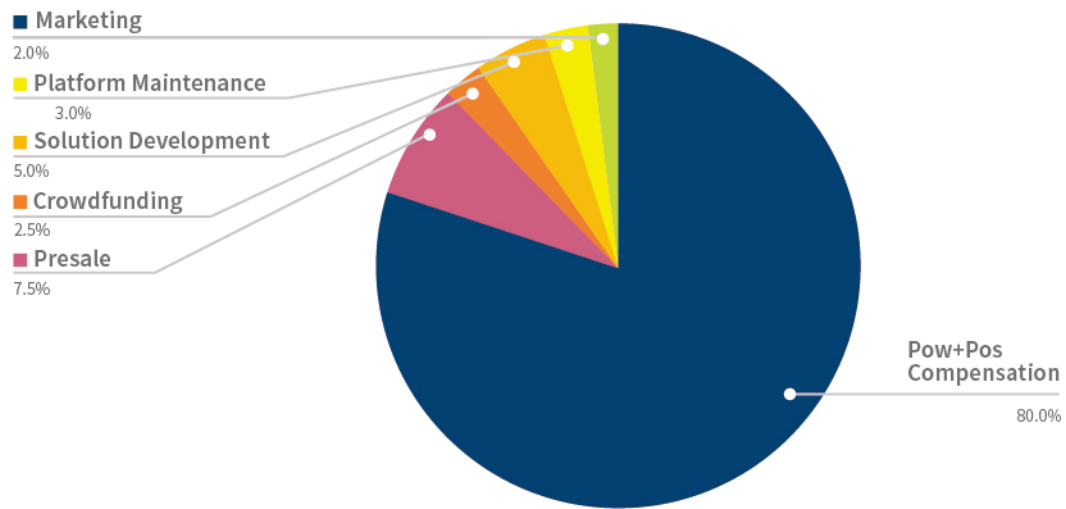
If having more than 5,000 Cube Chain (QUB), it can be able to participate in node after announcing its intention to participate in POS.

### **[The distribution rate of the coin]**

The total number of Cube Chain to be issued is 12 billion and distribution method of coins is as follows.

As shown in the graph above, 80% (9,600,000,000 QUB) of Cube Chain (QUB) is openly mining. The remaining 20% will be generated with Genesis block. When the network is released, it will be assigned to an account that will be in charge of the coin distribution. This 20% is divided into 5 parts. 10% (1,200,000,000 QUB) of Cube Chain (QUB) shall be assigned to participants in Pre-sale and Crowdfunding. 5% (600,000,000 QUB) is allocated as the initial establishment of the business model. 3% (360,000,000 QUB) will be allocated as expenses for platform maintenance and Cube Chain team members. 2% (240,000,000 QUB) will be allocated for domestic and international marketing.

## Coin Distribution

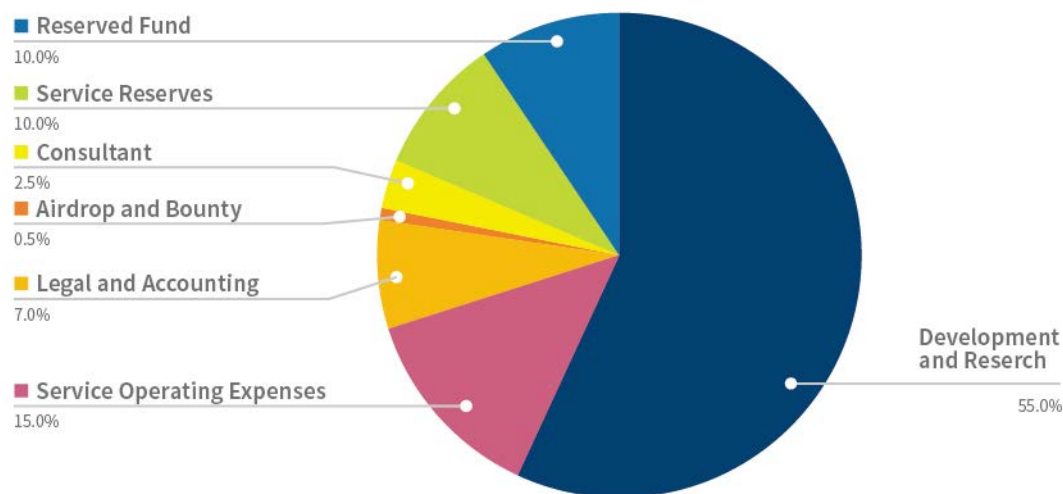


### Allocation for budget

The top priority for budget allocation of Cube Chain is to build a capable team and to set a future prospect for service projects. Therefore, 55 % of fund-raising is used for development and research of 5 services (SignOne, Cube Chain Product, Qblog, CubeChat, ASM) based on Cube Chain and Cube Chain.



## Fund



## Appendix 2 Disclaimer

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